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APPL. NO.: 09/550,354  
FROM: Gregory A. Hermanson

NO. OF PAGES: 19 (incl. cover sheet)

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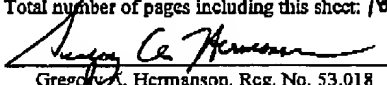
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AMENDMENT / RESPONSE TRANSMITTAL

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| Appl. No.      | : 09/550,354  |  |
| Filed          | : April 14, 2000                                      |  |
| For            | : INTELLIGENT<br>PERSONALIZATION SYSTEM<br>AND METHOD |  |
| Examiner       | : Yogesh C. Garg                                      |  |
| Group Art Unit | : 3625  |  |

**Mail Stop Amendment**  
 Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing in the above-identified application are the following enclosures:

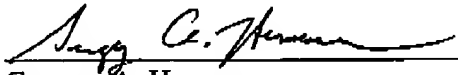
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 Gregory A. Hermanson  
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 Attorney of Record  
 Customer No. 20,995  
 (619) 235-8550

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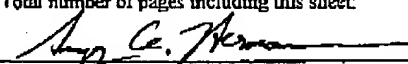
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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

|                |   |  |
|----------------|---|--|
| Applicant      | : Weber et al.  | <b>CERTIFICATE OF FAX TRANSMISSION<br/>PTO CENTRALIZED FAX</b><br><br>I hereby certify that this correspondence and all marked attachments, are being transmitted via facsimile to the USPTO centralized Fax No. (571) 273-8300 on the date shown below:<br><br><u>August 29, 2005</u><br>(Date)<br><br>Total number of pages including this sheet:<br><br><br>Gregory A. Hermanson, Reg. No. 53,018 |
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| Group Art Unit | : 3625  |  |

**RESPONSE TO OFFICE ACTION**

**Mail Stop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action, dated July 29, 2005, Applicant respectfully submits claim amendments and remarks as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 15 of this paper.